

Covid Recovery Plan – Progress Summary

The Covid Recovery Plan represents Council’s commitment to support the Gladstone Region through COVID-19. It is divided into three parts: Economic, Tourism and Community. This portion of the report is intended to demonstrate the detailed progress on action items within the plan. Focus areas are outlined with a detailed description of the activity. Status is noted as per the key below along with the current per cent complete and supporting comments.

1. Economic Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
Investment Attraction	GRC to prepare Investment Attraction collateral to market the region as investment ready and open for business, with support of local stakeholders	●	95%	Investment attraction collateral developed with stakeholders to highlight the investment ready Gladstone economy. Prospectus and digital media launched 29 March 2021.
Advocacy and Lobbying	Formally request Premier to increase travel radius to 150km from home	●	100%	
	Advocate to open Qld borders in line with State Medical Advice	●	100%	Road repairs
	Develop a list of Shovel Ready Projects to support recovery funding opportunities	●	100%	
	Review GRC Procurement Policy and processes, to encourage the development of competitive local suppliers	●	100%	
Business and Industry	Review possible 6-month waiver on camping fees for GRC Controlled facilities	●	100%	
	Consider extension of Gladstone Regional Council Community Response package post 30 June 2020	●	100%	
	GCCI to launch a Buy Local campaign with the support of the Economic Recovery Group	●	75%	New Local Buy Campaign for 2020/21 is being developed and will be launched by Gladstone Chamber of Commerce and Industry and supported by Gladstone Regional Council.
	Examine social distancing and hygiene requirements to work with business to remain open and operational under the limitations.	●	100%	
Funding Opportunities	Help connect the community/local business with grant availability and support information available – social and economic	●	100%	
	Review opportunity to partner with GCCI and QGC to subsidise a resource in the community to assist with identification and application for grants and assistance packages. GCCI to deliver, GRC and QGC to fund	●	100%	
	Develop a Funding program for small business based on parameters and gaps identified by the Economic Recovery Group	●	75%	Working with key stakeholders to deliver programs to assist with the Economic Recovery of Subject Matter Expert in the Gladstone Region.

2. Community Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
Communication and information	Ease of access to services and information, linking people with the right information in a welcoming way.	●	100%	
	Develop and deliver a Virtual Neighbourhood Centre to enhance social connectivity, health and wellbeing and access to information.	●	100%	
	Undertake a community survey to directly understand the challenges in the social landscape.	●	100%	
	Develop and implement a communication strategy to continue to inform the community and employees of our recovery progress.	●	100%	
Community economic relief	Provide the community with vision into grant availability and provide support in grant application development.	●	100%	
	Advocate for funding to support financial planning for impacted community members following the decrease of government subsidies and potential trend of increased spending.	●	90%	Regular stakeholder meetings taking place to map need and ongoing impact.
	Implement Gladstone Region Rise Up initiative, a Council approved \$490,000 investment to support sporting, recreation and community organisations impacted from COVID-19.	●	100%	
	Review Council's Community Investment Program and Policy to support the recovery initiatives.	●	80%	Draft policy developed additional engagement in planning.
	Annual review of Community Investment Policy to ensure it is supporting the community in the most relevant way.	●	80%	Draft policy developed additional engagement in planning.
Health and Wellbeing	Build community capability in mental health first aid through subsidised programs.	●	90%	Mental health first aid course scheduled for 29 & 30 May. Funding application submitted to create 2 year program.
	Lobby for an increase in availability of social services, priority mental health, financial support and services, relationships, anxiety.	●	10%	A partnership with Stronger People, Stronger Places will provide research and reports that will support leverage of additional social services in the region.
Social cohesion and community capability	Identify opportunities to utilise the State Government's Care Army	●	100%	
	Develop a strategy for the reintroduction of community events that promote social cohesion.	●	100%	

3. Tourism Recovery

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
Marketing & Communication	Develop collateral and messaging campaigns ready to launch to attract people back to the region – both Tourism and Commercial travellers	●	100%	
	Develop a marketing strategy to reinvigorate regional tourism.	●	100%	
	Messaging to highlight Gladstone Region as a safe place to stay.	●	100%	
	Re-start funding programs for tourism operators; small business owners, etc. Look for ways to get our Tourism and Hospitality sector safely open for business with Patrons and Workers feeling confident that their safety is being well cared for.	●	100%	
	Re-establishing tourism, restoring tourism tour providers, increase trust in providers.	●	100%	
RV Market	Explore short-term Pop-Up Visitor Information Centres at Miriam Vale and Mount Larcom.	●	25%	Pop Up Visitor Information Centres (VIC) determined to be unviable. GRC and GAPDL exploring a collaborative approach to opening virtual and augmented reality VIC's, commencing with Miriam Vale.
	Develop and clearly communicate RV friendly information	●	80%	Current promotional material updated and distributed. GRC and GAPDL working on RV campaign and strategy to be delivered September School Holidays. New RV Dump point completed.
	Update current Miriam Vale RV signage to be larger and contain more information	●	25%	Signage audit currently underway. Item to be actioned prior to RV campaign roll-out.
	Commence community consultation on RV strategy implementation through conversations platform	●	20%	Consultation strategy currently in development.
Affordable and Increased Air Access	Advocate for competitive airfares and increased access	●	100%	
Drive Market	Deliver a regional promotional campaign within 400km radius	●	100%	
	Develop regional signage strategy for tourist information	●	15%	GRC delivering this work. Signage audit currently being undertaken. Mount Larcom signage project no longer part of this project.

3. Tourism Recovery (cont'd)

Key ● Action Needed ● Concern ● On Track ● Complete ● Amended

Focus area	Description	Status	Per cent complete	Comments
Cruise Ships and Tours	Update cruise ship attraction strategy	●	50%	Cruise ship business development/attraction commenced by GPC in conjunction with GAPDL. Offering competitive rates, creative options positioning Gladstone as an appealing option for the re-start of the cruise ship industry.
Events	Continue implementation of Gladstone Region Events Strategy within COVID safe restrictions	●	100%	
	Plan recovery events that employ local artists and suppliers and encourage the community to engage with events in a safe way	●	100%	
	Develop and deliver COVID recovery business attraction strategy for GECC with a focus on local and intrastate business events and conferences	●	100%	
Signature “One of a Kind” Experiences	Commence delivery of experience development and mentoring programs	●	75%	GAPDL delivering on this work plan item in Quarter Two and Quarter Three. Work has commenced and continues.
Tourism Innovation Fund	Research, develop guidelines and budget for Tourism Innovation Fund to be part of Community Investment Program	●	10%	Funding guidelines and criteria being worked on in April by Engagement and Partnerships, Events and Entertainment and GAPDL, Ready for 2021/22 implementation/roll-out. Funds budgeted in CC 465 for 2021/22.
Southern Great Barrier Reef Campaign	Actively participate in Southern Great Barrier Reef Campaigns (SGBR).	●	100%	
Digital Distribution	Increase Gladstone Region presence on Australian Tourism Data Warehouse (ADTW)	●	100%	
Explore your own Back Yard	Visiting friends and relatives and Holiday at Home campaigns delivered locally	●	100%	



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